

IN THE CLAIMS

Please amend Claims 30, 39, 46, and 55 as follows:

30. A computer system assisted method of generating a customized visual output to facilitate a sale of a product, the computer system comprising one or more computers and storing product images, product environment images and text segments of integration into the customized visual output, the method comprising:

prompting a user of the computer system with a plurality of questions related to at least one of a desired feature and desired use of the product;

receiving into the computer system answers to the plurality of questions;

automatically selecting, in response to at least one of the received answers, a product image, a product environment image, and a text segment; and

integrating the selected product image, the selected product environment image, and selected text segment into a customized visual output;

wherein the customized visual output comprises a single composite visual output relating to the desired use of the product for sale.

39. A computer system of one or more computers for generating a customized visual output to facilitate a sale of a product, the system comprising:

a memory system, storing product images, product environment images and text segments;

a user interface provided to prompt a user of the computer system with a plurality of questions related to at least one feature and desired use of the product and to input answers to the plurality of questions; and

a processing system, coupled to the memory system and user interface,

wherein

P2
the processor automatically selects, in response to at least one of the input answers, a product image, a product environment image, and a text segment and integrates the selected product image, the selected product environment image, and the selected text segment into a custom visual output; and

the customized visual output comprises a single composite visual output relating to the desired use of the product for sale.

46. A computer readable medium tangibly embodying instructions which, when executed as a process by a computer system of one or more computers comprises the steps of:
prompting a user of the computer system with a plurality of questions related to at least one of a desired feature and desired use of the product;
receiving into the computer system answers to the plurality of questions;
automatically selecting, in response to at least one of the received answers, a product image, a product environment image, and a text segment; and
integrating the selected product image, the selected product environment image, and selected text segment into a customized visual output;
wherein the customized visual output comprises a single composite visual output relating to the desired use of product for sale.

P3

X04
55. A computer system assisted method of generating a customized visual output to facilitate a sale of a ware offered for sale to a customer, the computer system storing ware images, ware environment images and text segments of integration into the customized visual output, the method comprising the steps of:

prompting a user of the computer system with a plurality of questions related to at least one of a desired feature and desired use of the ware;
receiving into the computer system answers to the plurality of questions;
automatically selecting, in response to at least one of the received answers, a ware image, a ware environment image, and a text segment; and
integrating the selected ware image, the selected ware environment image, and selected text segment into a customized visual output;
wherein the customized visual output comprises a single composite visual output relating to the desired use of the ware offered for sale to the customer.